



WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

CONTRACT

Print Date 08/07/12

Page 1 of 4

<u>Contract / Revision</u> 564575 /		<u>Alt Order #</u> 07893543
<u>Product</u> OBAMA/P/D SKED A		
<u>Contract Dates</u> 08/07/12 - 08/13/12	<u>Estimate #</u> //1522	
<u>Advertiser</u> Obama/D/President		<u>Original Date / Revision</u> 08/07/12 / 08/07/12
<u>Billing Cycle</u> EDM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8020	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

GMMB/Greer Margolis Mitchell & Burns
1010 Wisconsin Avenue
Suite 800
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals		
										Type	Spots	Amount
1 3	8020	08/07/12	08/12/12	Let's Make A Deal 9am	9-10am		:30			NM	4	\$1,080.00
Week:		<u>Start Date</u> 08/06/12	<u>End Date</u> 08/12/12	<u>Weekdays</u> -TWTF--		<u>Spots/Week</u> 4		<u>Rate</u> \$270.00				
2 3	8020	08/07/12	08/12/12	Price Is Right	11am-12n		:30			NM	5	\$2,075.00
Week:		<u>Start Date</u> 08/06/12	<u>End Date</u> 08/12/12	<u>Weekdays</u> -TWTF--		<u>Spots/Week</u> 5		<u>Rate</u> \$415.00				
3 3	8020	08/13/12	08/13/12	Let's Make A Deal 9am	9-10am		:30			NM	1	\$270.00
Week:		<u>Start Date</u> 08/13/12	<u>End Date</u> 08/19/12	<u>Weekdays</u> M-----		<u>Spots/Week</u> 1		<u>Rate</u> \$270.00				
4 3	8020	08/13/12	08/13/12	Price Is Right	11am-12n		:30			NM	2	\$830.00
Week:		<u>Start Date</u> 08/13/12	<u>End Date</u> 08/19/12	<u>Weekdays</u> M-----		<u>Spots/Week</u> 2		<u>Rate</u> \$415.00				
5 3	8020	08/07/12	08/10/12	Newschannel 3 News	12n-1230pm		:30			NM	4	\$1,180.00
Week:		<u>Start Date</u> 08/06/12	<u>End Date</u> 08/12/12	<u>Weekdays</u> -TWTF--		<u>Spots/Week</u> 4		<u>Rate</u> \$295.00				
6 3	8020	08/13/12	08/13/12	Newschannel 3 News	12n-1230pm		:30			NM	1	\$295.00
Week:		<u>Start Date</u> 08/13/12	<u>End Date</u> 08/19/12	<u>Weekdays</u> M-----		<u>Spots/Week</u> 1		<u>Rate</u> \$295.00				
7 3	8020	08/07/12	08/10/12	CBS Daytime	1228-3pm		:30			NM	4	\$1,180.00
Week:		<u>Start Date</u> 08/06/12	<u>End Date</u> 08/12/12	<u>Weekdays</u> -TWTF--		<u>Spots/Week</u> 4		<u>Rate</u> \$295.00				
8 3	8020	08/13/12	08/13/12	CBS Daytime	1228-3pm		:30			NM	1	\$295.00
Week:		<u>Start Date</u> 08/13/12	<u>End Date</u> 08/19/12	<u>Weekdays</u> M-----		<u>Spots/Week</u> 1		<u>Rate</u> \$295.00				
9 3	8020	08/07/12	08/10/12	Ellen Degeneres 3pm	3-4pm		:30			NM	8	\$1,600.00
Week:		<u>Start Date</u> 08/06/12	<u>End Date</u> 08/12/12	<u>Weekdays</u> -TWTF--		<u>Spots/Week</u> 8		<u>Rate</u> \$200.00				
10 3	8020	08/13/12	08/13/12	Ellen Degeneres 3pm	3-4pm		:30			NM	2	\$400.00
Week:		<u>Start Date</u> 08/13/12	<u>End Date</u> 08/19/12	<u>Weekdays</u> M-----		<u>Spots/Week</u> 2		<u>Rate</u> \$200.00				
11 3	8020	08/07/12	08/10/12	NewsChannel 3 News	5-6am		:30			NM	4	\$480.00
Week:		<u>Start Date</u> 08/06/12	<u>End Date</u> 08/12/12	<u>Weekdays</u> -TWTF--		<u>Spots/Week</u> 4		<u>Rate</u> \$120.00				

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision 564575 /	Alt Order # 07893543	
Contract Dates 08/07/12 - 08/13/12	Product OBAMA/P/D SKED A	Estimate # J/1522
Advertiser Obama/D/President	Original Date / Revision 08/07/12 / 08/07/12	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals	
										Type	Spots
		Start Date	End Date	Weekdays	Spots/Week						Amount
12 3		08/13/12	08/13/12	NewsChannel 3 News	5-6am		:30			NM	1 \$120.00
Week: 08/13/12		Start Date	End Date	Weekdays	Spots/Week						
		08/13/12	08/19/12	M-----	1				\$120.00		
13 3		08/07/12	08/10/12	Newschannel 3 News	6-7am		:30			NM	6 \$1,110.00
Week: 08/06/12		Start Date	End Date	Weekdays	Spots/Week						
		08/06/12	08/12/12	-TWTF--	6				\$185.00		
14 3		08/13/12	08/13/12	Newschannel 3 News	6-7am		:30			NM	2 \$370.00
Week: 08/13/12		Start Date	End Date	Weekdays	Spots/Week						
		08/13/12	08/19/12	M-----	2				\$185.00		
15 3		08/07/12	08/10/12	CBS This Morning	7-9a		:30			NM	8 \$1,120.00
Week: 08/06/12		Start Date	End Date	Weekdays	Spots/Week						
		08/06/12	08/12/12	-TWTF--	8				\$140.00		
16 3		08/13/12	08/13/12	CBS This Morning	7-9a		:30			NM	2 \$280.00
Week: 08/13/12		Start Date	End Date	Weekdays	Spots/Week						
		08/13/12	08/19/12	M-----	2				\$140.00		
17 3		08/11/12	08/11/12	Early Show Saturday	9-11am		:30			NM	1 \$100.00
Week: 08/06/12		Start Date	End Date	Weekdays	Spots/Week						
		08/11/12	08/12/12	-----S-	1				\$100.00		
18 3		08/12/12	08/12/12	CBS Sunday Morning	9-1030am		:30			NM	1 \$280.00
Week: 08/06/12		Start Date	End Date	Weekdays	Spots/Week						
		08/12/12	08/12/12	-----S	1				\$280.00		
19 3		08/12/12	08/12/12	Face the Nation	1030-11am		:30			NM	1 \$345.00
Week: 08/06/12		Start Date	End Date	Weekdays	Spots/Week						
		08/12/12	08/12/12	-----S	1				\$345.00		
20 3		08/07/12	08/12/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	4 \$800.00
Week: 08/06/12		Start Date	End Date	Weekdays	Spots/Week						
		08/12/12	08/12/12	-TWTF--	4				\$200.00		
21 3		08/13/12	08/13/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	1 \$200.00
Week: 08/13/12		Start Date	End Date	Weekdays	Spots/Week						
		08/13/12	08/19/12	M-----	1				\$200.00		
22 3		08/07/12	08/12/12	Newschannel 3 News	5-530pm		:30			NM	4 \$1,320.00
Week: 08/06/12		Start Date	End Date	Weekdays	Spots/Week						
		08/12/12	08/12/12	-TWTF--	4				\$330.00		
23 3		08/13/12	08/13/12	Newschannel 3 News	5-530pm		:30			NM	1 \$330.00
Week: 08/13/12		Start Date	End Date	Weekdays	Spots/Week						
		08/13/12	08/19/12	M-----	1				\$330.00		
24 3		08/07/12	08/12/12	Newschannel 3 News	530-6pm		:30			NM	4 \$1,240.00
Week: 08/06/12		Start Date	End Date	Weekdays	Spots/Week						
		08/12/12	08/12/12	-TWTF--	4				\$310.00		
25 3		08/13/12	08/13/12	Newschannel 3 News	530-6pm		:30			NM	1 \$310.00
Week: 08/13/12		Start Date	End Date	Weekdays	Spots/Week						
		08/13/12	08/19/12	M-----	1				\$310.00		
26 3		08/07/12	08/12/12	Newschannel 3 News	6-630pm		:30			NM	4 \$1,940.00
Week: 08/06/12		Start Date	End Date	Weekdays	Spots/Week						
		08/12/12	08/12/12	-TWTF--	4				\$485.00		
27 3		08/13/12	08/13/12	Newschannel 3 News	6-630pm		:30			NM	1 \$485.00
Week: 08/13/12		Start Date	End Date	Weekdays	Spots/Week						
		08/13/12	08/19/12	M-----	1				\$485.00		
E 28 3		08/11/12	08/11/12	Newschannel 3 News	6-630pm		:30			NM	0 \$0.00

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564575 /	07893543

<u>Contract / Revision</u>	<u>Alt Order #</u>	
564575 /	07893543	
<u>Advertiser</u>	<u>Original Date / Revision</u>	
Obama/D/President	08/07/12 / 08/07/12	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Totals	
										Type	Spots
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							Amount
Week:		08/06/12	08/12/12	-----S-				1	\$120.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>				
1	3	08/06/12-08/12/12		Newschannel 3 News	6-630pm	-----Sa--	:30		\$120.00		NM
Credited											
E	29	3	08/12/12	08/12/12	Newschannel 3 News	630-7pm		:30			NM
Week:		08/06/12	08/12/12	-----S				1	\$140.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>				
1	3	08/06/12-08/12/12		Newschannel 3 News	630-7pm	-----St	:30		\$140.00		NM
Credited											
30	3	08/07/12	08/10/12	Late Night with David Letterman	1135pm-1237am			:30			NM
Week:		08/06/12	08/12/12	-TWTF--				4	\$165.00		
31	3	08/13/12	08/13/12	Late Night with David Letterman	1135pm-1237am			:30			NM
Week:		08/13/12	08/19/12	M-----				1	\$165.00		
32	3	08/07/12	08/10/12	Late News (M-F)	11-1135p			:30			NM
Week:		08/06/12	08/12/12	-TWTF--				4	\$540.00		
33	3	08/13/12	08/13/12	Late News (M-F)	11-1135p			:30			NM
Week:		08/13/12	08/19/12	M-----				1	\$540.00		
34	3	08/11/12	08/12/12	Late News (Sa-Su)	11-1135p			:30			NM
Week:		08/06/12	08/12/12	-----SS				2	\$365.00		
35	3	08/11/12	08/11/12	730-8pm	730-8pm			:30			NM
Week:		08/06/12	08/12/12	-----S-				1	\$95.00		
36	3	08/07/12	08/07/12	NCIS	8-9pm			:30			NM
Week:		08/06/12	08/12/12	-T-----				2	\$1,470.00		
37	3	08/07/12	08/07/12	Tuesday Prime	9-10pm			:30			NM
Week:		08/06/12	08/12/12	-T-----				2	\$1,275.00		
38	3	08/07/12	08/07/12	Tuesday Prime	10-11pm			:30			NM
Week:		08/06/12	08/12/12	-T-----				2	\$980.00		
39	3	08/08/12	08/08/12	Wednesday Prime	10-11pm			:30			NM
Week:		08/06/12	08/12/12	--W----				2	\$980.00		
E	40	3	08/09/12	08/09/12	Thursday Prime	8-9pm		:30			NM
Week:		08/06/12	08/12/12	---T---				1	\$1,275.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>				
1	3	08/06/12-08/12/12		Thursday Prime	8-9pm	---Th----	:30		\$1,275.00		NM
Credited											
41	3	08/10/12	08/10/12	Friday Prime	10-11pm			:30			NM
Week:		08/06/12	08/12/12	----F--				2	\$980.00		
42	3	08/11/12	08/11/12	Saturday Prime	8-9pm			:30			NM
										2	\$790.00

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals	
										Type	Spots
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week: 08/06/12		08/06/12	08/12/12	-----S-				2	\$395.00		
43 3	08/11/12	08/11/12	Saturday	Prime	9-10pm		:30			NM	2 \$790.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		
Week: 08/06/12	08/06/12	08/12/12	-----S-					2	\$395.00		
44 3	08/11/12	08/11/12	Saturday	Prime	10-11pm		:30			NM	2 \$1,180.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		
Week: 08/06/12	08/06/12	08/12/12	-----S-					2	\$590.00		
45 3	08/12/12	08/12/12	Sunday	Prime	7-8pm		:30			NM	1 \$1,275.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		
Week: 08/06/12	08/06/12	08/12/12	-----S					1	\$1,275.00		
N 46 3	08/09/12	08/09/12	Redskins	Preseason	4p-1xm		:30			NM	2 \$1,000.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		
Week: 08/06/12	08/06/12	08/12/12	---T---					2	\$500.00		
N 47 3	08/09/12	08/10/12	CBS	Daytime	1228-3pm		:30			NM	1 \$295.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		
Week: 08/06/12	08/06/12	08/12/12	---TF--					1	\$295.00		
N 48 3	08/09/12	08/10/12	CBS	This Morning	7-9a		:30			NM	1 \$140.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		
Week: 08/06/12	08/06/12	08/12/12	---TF--					1	\$140.00		
N 49 3	08/11/12	08/11/12	Early Show	Saturday	9-11am		:30			NM	1 \$100.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		
Week: 08/06/12	08/06/12	08/12/12	-----S-					1	\$100.00		

Totals 113 \$41,325.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/13/12	113	\$41,325.00	\$35,126.25
Totals	113	\$41,325.00	\$35,126.25

Signature: _____ Date: _____

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